GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA

STARRED QUESTION NO:316
ANSWERED ON:05.08.2002
INNOVATIVE SERVICES BY ITDC TO PROMOTE TOURISM
SUBODH MOHITE

Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether India Tourism Development Corporation propose to launch innovative services to promote tourism in the country;

(b) if so, the details thereof;

(c) whether the newly introduced services are limited to metropolitan cities or propose to cover other tourist places; and

(d) the facts and details thereof?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a) and (b): Yes, Sir. Keeping in view the post disinvestment scenario, ITDC haslaunched/proposes to launch the following new services/activities to promote tourism in the country:-

1. Full-fledged Money Changer Facility

2. `Meet & Greet` Service

3. Destination Representation Service

4. River Cruises

5. Tourist Train Packages
6. Indian School of Hospitality (ISH)

7 Tourism Consultancy Services.

(c) and (d): Initially these services are to be introduced in major tourist centers and subsequently to be extended to other cities depending upon potential and economic viability.